

## **DESKTOP PUBLISHING I & II**

**OVERVIEW:** The objective of the Desktop Publishing contest is to enable individual students to compete in a newsletter layout contest. This is a National Event.

I. CONTEST PURPOSE

The purpose of the Desktop Publishing is to provide a means for TSA members to demonstrate their ability to create a finished newsletter.

II. SCOPE OF THE CONTEST -

A. The contest will consist of two parts. The first part will consist of a newsletter sent to the Conference Coordinator, postmarked by February 1<sup>st</sup>, the do-ahead/conference registration deadline.

B. The second part will consist of a hands-on competition for finalists.

III. ELIGIBILITY FOR ENTRY

A. Must be current TSA state and national member and registered State Conference participant.

B. This is an individual event. Maximum of eight participants per level, per chapter.  
**NOTE:** a maximum of 12 finalists, per level, may be chosen to compete in the hands-on portion of the competition.

C. Desktop Publishing (Newsletter) entries must be sent to the Conference Coordinator, postmarked by February 1<sup>st</sup>, the do-ahead/conference registration deadline.

IV. SPECIFIC REGULATIONS (for newsletter submission)

A. National rules may differ from state rules. Individuals planning on participating in national competition must adhere to national rules.

B. This is an individual student event - not a team effort. Only one entry per student will be accepted. The student must be registered and in attendance at the conference.

C. All work must be started and completed under the direct supervision of the instructor/advisors. Advisors will sign off that all rules have been met in compliance with the intent of the contest.

D. Contestants may start on this event any time during the current school year.

E. There is no limit to the hardware, software, or equipment used to complete the final newsletter (paper copy).

F. The theme for the newsletter should focus on some activity your TSA student organization participated in during the school year.

1. Level I Contestants will develop a two page final newsletter (one sheet – 8 ½" x 11" (maximum size) – front and back).
2. Level II Contestants will develop a four page final newsletter, in mailable format (two 8 ½" x 11" sheets, or one 11" x 17" sheet – front and back).

3. The final newsletter should represent a real (paper copy) newsletter that the public would receive, and will have an address box portion for mailing purposes. The project will be judged on the use of proper layout principles.
  4. **Keep in mind, you will be judged on the principles – not the written information.**
- G. The final layout for Level I must be on 8½" x 11" inch white paper. Level II contestants may use 11" X 17" inch paper.
  - H. The student's name and school must be printed on the address box portion of the newsletter.
  - I. The contest encourages the use of original art work and photographs.
  - J. Any photograph that appears to be offensive to the general public or not in good taste will be disqualified.
  - K. All newsletters submitted must be originals, copies **will not** be accepted.
- V. PROCEDURES
- A. Registration - Contest participants must register for the event in accordance with procedures established for each conference. The newsletter must be sent to the Conference Coordinator, postmarked by February 1<sup>st</sup>, the do-ahead/conference registration deadline.
  - B. Layouts may be picked up at the conclusion of the conference at the assigned time.
  - C. A maximum of 12 finalists per level, depending on the size of the facilities, will be chosen to go on to compete in the hands-on competition. Event Coordinator will notify Advisor of finalist for this event.
  - D. The hands-on portion of the competition will consist of developing a newsletter, poster, card, or other graphic product.
  - E. Desktop publishing equipment and software will be provided, finalists are welcome to bring and compete with their own software. Final problem may either be printed or judged from monitor depending on judge's desire.
  - F. The scores of the first and second parts of the competition will be added together to select the top three finalists in each level.

## VI. CRITERIA FOR JUDGING

Rules for the contest:

A.	Proper use of layout principles and effective placement of body text and art work.....	25 points
B.	Technical quality (special effects) .....	15 points
C.	Originality of the art work .....	15 points
D.	Visual quality/General appeal .....	15 points
E.	Readability .....	5 points
F.	On-site score .....	25 points
	Total .....	100 points maximum
	Rules Violation .....	Minus 20 points

The overall score will consist of the score on the do-ahead portion of the competition (newsletter), and the graphics produced during the on-site competition. Submitted newsletter (do-ahead) score, will equal 75% of the score. The hands-on portion of the competition will equal 25% of the score.